



Think Brain Health Global ACT EARLY!

Think Brain Health Global strategy

2022–2023

Our vision

Think Brain Health global is calling for a greater focus on acting early to reduce the risk of brain disease before symptoms appear.

Our mission

To help healthcare professionals, policymakers, researchers and the general public to act early to promote public understanding of brain health, prepare to manage people with or at risk of neurodegenerative brain diseases and prioritize research.

Our long-term goals

- **Promote** public understanding that preventing brain disease is possible and that ‘what’s good for the heart is good for the brain’.
- **Prepare** healthcare professionals to manage people with or at risk of neurodegenerative brain disease.
- **Prioritize** research and build infrastructure to enable prevention, early detection and management of neurodegenerative brain disease.



**Think Brain
Health Global**
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Our goal. Promote public understanding that preventing brain disease is possible and that ‘what’s good for the heart is good for the brain’.

2022–2023 objectives

- Continue to disseminate our resources via our website and social media
- Continue to develop plain language summaries of recent published evidence for our website
- Build our supporter base, including on our social media platforms and by expanding our endorser network

Our goal. Prepare healthcare professionals to manage people with or at risk of neurodegenerative brain disease.

2022–2023 objectives

- Finalize a journal publication presenting updated evidence based on our initial policy report
- Perform a landscape analysis to assess the availability of resources to help healthcare professionals to discuss dementia risk with patients
- Continue to disseminate our resources to healthcare professionals at key global conferences and via our website and social media



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Our goal. Prioritize research and build infrastructure to enable prevention, early detection and management of neurodegenerative brain disease.

2022–2023 objectives

- Continue to disseminate our materials and resources to global research funders
- Expand our reach among endorsers within global research funding networks